

**A B S T R A C T**

An electroconductive compound in a flake form,  
characterized in that it comprises a titanium oxide which has  
5 an average long diameter of 1 to 100  $\mu\text{m}$  and an average thickness  
of 0.01 to 1.5  $\mu\text{m}$ , and contains potassium in an amount of 0.3  
to 5 wt% in terms of potassium oxide ( $\text{K}_2\text{O}$ ) and, formed on the  
surface thereof, a first electroconductive layer comprising a  
tin oxide containing antimony and, formed on the first  
10 electroconductive layer, a second electroconductive layer  
comprising a tin oxide.